



FAIRFAX COUNTY PARK AUTHORITY



M E M O R A N D U M

TO: Chairman and Members
Park Authority Board

VIA: Kirk W. Kincannon, Director

FROM: Cindy Walsh, Director
Resource Management Division

DATE: June 16, 2016

Agenda

**Resource Management Committee
Wednesday, June 22, 2016 – 5:10 p.m.**

Boardroom – Herrity Building

Chairman: Frank S. Vajda

Vice Chair: Linwood Gorham

Members: Edward R. Batten, Sr.; Mary Cortina; Maggie Godbold; Tony Vellucci

1. Resident Curator Program Update –Information* (with presentation)
2. Strategic Plan Goal - Encroachment Education Update – Information* (with presentation)

*Enclosures



If accommodations and/or alternative formats are needed, please call (703) 324-8563. TTY (703) 803-3354

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Board Agenda Item
July 13, 2016

INFORMATION

Park Authority Resident Curator Update (with Presentation)

On April 25, 2016, the Resident Curator Workgroup completed the associated tasks of the development phase of the program, finalizing steps for moving forward. Staff will present an update on the program as it begins to move into the implementation phase.

ENCLOSED DOCUMENTS:

None

STAFF:

Kirk Kincannon, Director
Sara Baldwin, Deputy Director, COO
Aimee Long Vosper, Deputy Director, CFO
David Bowden, Director, Planning and Development Division
Todd Johnson, Director, Park Operations Division
Barbara Nugent, Director, Park Services Division
Cindy Walsh, Director, Resource Management Division
Liz Crowell, Manager, Cultural Resource Management Branch

Resident Curator Program Update

Presentation to the Fairfax County Park Authority

June 22, 2016



Completed Steps On Curator Program Development Winter-Spring, 2016

- * **Work Team and Community Technical Advisory Team completed their work on program development**
- * **Historic Sites Volunteer Corps conducted two clean-up days**



Completed Steps On Curator Program Development Winter-Spring, 2016

Developed Composition of Evaluation Team and Criteria for Evaluating Curatorship Application:

* Evaluation Team Composition

1. Chair, FCPA Resident Curator Program Manager
2. A representative from FCPA Real Estate Services
3. A representative from FCPA Cultural Resource Management
4. A historical architect or person with historic architectural knowledge
5. A representative from relevant County board, authority, or commission

* Criteria for Evaluation

- * Proposed Reuse
- * Scope and Nature of Public Benefit and Public Access Element
- * Rehabilitation Plan
- * Experience and Qualifications
- * Financial Capability
- * Overall Proposal Presentation and Organization

Completed Steps On Curator Program Development Winter-Spring, 2016

- * **Developed Maintenance Guidelines and Checklist to be used in the monitoring of the properties in curation.**

12 MONTH INSPECTION

	Inspect roof for leaks, shingle/slate coverage, structural changes, and proper ventilation
	Clean heating system (ducts and vents)
	Inspect and clean chimney
	Check insulation materials and vapor barriers
	Inspect septic system for proper operation and/or pumping
	Inspect driveways and walkways
	Test private well water per State and Local regulations
	Test soils for Ph and other factors (add supplements as needed)
	Clean drainage structures
	Repoint masonry on garden structures (as needed)

Completed Steps On Curator Program Development Winter-Spring, 2016

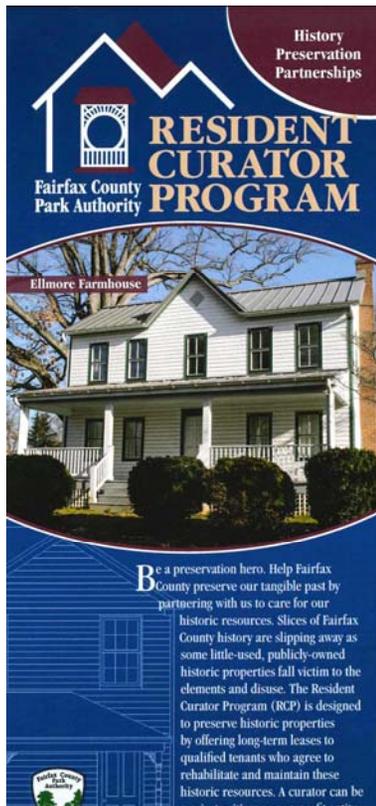
- * **Developed Application for Curatorship for pilot properties**
 - * **Ellmore Farmhouse**
 - * **Stempson House**

- * **Developed Invitation for Expressions of Interest for**
 - * **Ash Grove**
 - * **Hannah P. Clark (Enyedi) House**
 - * **Lahey Lost Valley**
 - * **Turner Farmhouse**

Completed Steps On Curator Program Development Winter-Spring, 2016

* Developed Marketing Materials

- * Channel 16 Video
- * Rack Cards



- * Signage for pilot properties



Application Packets for Pilot Properties

Stempson House, Lorton



Ellmore Farmhouse, Herndon



Expressions of Interest



RELEASE DATE

FCPA RESIDENT CURATOR PROGRAM
INVITATION FOR EXPRESSIONS OF INTEREST
MULTIPLE PROPERTY

RESPONSES DUE DATE, 2016



Ash Grove, Tysons



Turner Farmhouse, Great Falls



Hannah P. Clark (Enyedi) House,



Lahey Lost Valley, Vienna

DRAFT
4/12/2016

Next Steps for Curator Program Development

- * Finalize the fair market rental value for pilot properties
- * Finalize lease for PAB to BOS
- * Finalize lease for BOS to curator
- * Site visits and visual inspections to prepare for open houses
- * Advertise Request for Applications for pilot properties
- * Advertise Expressions of Interest for subsequent properties
- * Develop parameters and procedures for leasing move-in ready properties

Curator Implementation FY16-FY17

- * **Property Advertisements**
- * **Open Houses**
- * **Application Process**
- * **Application Review Process**
- * **Proposal Negotiations**



Curator Implementation FY16-FY17

- * BOS Public Hearing
- * Lease To BOS
- * Lease to Curator



Curator Implementation FY16-FY17

- * Curator begins rehabilitation phase
- * Program manager begins rehabilitation inspection process



Pending Issues/Actions

- * **Leases:**
 - * **Park Authority Board to Board of Supervisors**
 - * **Board of Supervisors to Curator**
- * **Property Taxes**
- * **Protecting Sensitive Application Information From FOIA**

QUESTIONS?



**Fairfax County
Park Authority**

RESIDENT CURATOR PROGRAM

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Board Agenda Item
July 13, 2016

INFORMATION (with presentation)

Strategic Plan Goal – Encroachment Education Update

On October 30, 2015, staff formed a workgroup to address the strategic plan goal of creating an encroachment education strategy. The Team has completed the associated tasks of the development phase of the plan. Staff will present an update on the program and what is needed to move into the implementation phase.

ENCLOSED DOCUMENTS:

None

STAFF:

Kirk Kincannon, Director

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David Bowden, Director, Planning and Development Division

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Barbara Nugent, Director, Park Services Division

Cindy Walsh, Director, Resource Management Division

Liz Crowell, Manager, Cultural Resource Management Branch

Tammy Schwab, Manager, Education and Outreach RMD



Encroachment Education Strategy

Encroachment Education Team

Resource Management Division

Tammy Schwab, Patricia Dietly, Kristen Sinclair,
Christopher Sperling

Park Operations Division

Todd Johnson, Jeannette O'Dell, Dan Sutherland

Directors Office PIO

Judy Pedersen

Park Services Division

Julie Tahan

Park Planning Division

Cindy McNeal

FY 16 Strategic Plan Initiative

- Develop and implement an Encroachment Education Outreach strategy.

Planned phases

- Information gathering
- Creation of educational products
- Creation of new tools
- Formation of partnerships
- Development and dissemination of new messaging
- Direct neighbor contacts

Stage one: Information Gathering

- Internet review of other jurisdiction's public presence, policies, and media like brochures
- Search academic research on encroachment and effective strategies
- Research how interpretation and education has been used to change negative behaviors in parks

Results of Stage One

- Although encroachment seems to be a problem nationwide few examples of education campaigns could be found
- Some jurisdictions created amnesty programs to kick off enforcement campaigns
- Some good brochures exist for home owners
- Little research has been done on education as a way to fight encroachment most research focused on fencing.

Research Study

“Asking Visitors to Help”

- Identify beliefs that are different between visitors who comply and those who don't.
- Develop messages that target these behaviors
- This method produced an almost 20% increase in favorable behaviors at study sites.

Research to Guide Strategic Communication for Protected Area Management Sam H. Ham, Betty Weiler, Michael Hughes, Terry Brown, Jim Curtis and Mark Poll

Information Gathering Continued



- Find three parks to target for pilot study
 - review of GIS and identified encroachments,
 - presence of home owners association HOA,
 - proximity to elementary school
 - accessibility to trails and borders
- Survey beliefs of park neighbors
- Collect baseline data to use for effectiveness measures

Creation of Education Products

- Craft targeted messages
- Website
- Brochures
- Traveling exhibit
- Flyers

All developed based on survey results and targeted to specific encroachment types and audience.



Creation of New Tools

- Boundary identification link for home owners
- Brochure for talking to neighbors



Formation of Partnerships and Sharing of Messages

- Supervisor's offices
- Other County agencies (Code Compliance, Permitting, DPWES-Solid waste)
- HOAs
- SWCD
- Master Naturalist

Direct Neighbor Contact

- Amnesty workshops
- Annual mailing on benefits and responsibilities of being a park neighbor
- Naturalist visit to schools
- Yard waste bags
- Boundary marking



Evaluation of Pilot

- Collect data on effectiveness
 - # of people in amnesty program
 - # of acres of park land restored
 - # of yard bags used
 - # of reported encroachments
 - # of new structural encroachments on GIS

Projected Pilot Program Costs for Planned phases in three parks

- Information Gathering
 - 50 telephone surveys of neighbors for each encroachment type to be targeted =\$3,500 contracted
 - GIS analysis and research for picking targets=\$2500 staff time
- Creation of educational products
 - writing graphic design staff \$13,000 staff time
 - printing costs =\$20,000
- Creation of new tools= \$2500 staff time
- Formation of partnerships and sharing new messages = \$20,000 staff time
- Direct Neighbor Contacts= Staff time and promotional program materials like lawn bags =\$20,000 staff time
 - Direct Mailing \$7000
- Pilot Study Evaluation= \$5000 Staff time

Summary of Cost

Education pilot project

- \$63,000 for full time position or \$47,250 @ 30 hours benefits eligible PMI S-24
 - \$27,000 printing mailing
 - \$10,000 Misc. Supplies equipment
-

Total of pilot \$84,000

One year pilot program at three parks

- Pilot development costs will go away but ongoing costs increase as parks are added to program so total remains the same or potentially increases